Slim New KODAK INSTAMATIC "S" Cameras

Compact, Smartly Styled, Easy to Use

NEW KODAK INSTAMATIC S-10 and S-20 Cameras bring you new smartness, styling, and go-anywhere convenience.

These slim, streamlined, instant-load cameras slip easily into pocket or purse . . . or carry light as a feather on a handy wrist strap. Lens mounts retract for extra compactness, and the camera bodies are not much thicker than the film cartridge!

Loading is instant—just drop in the cartridge of film, wind to the first number, and start shooting.

For indoor shooting, pop on a flashcube, and you're ready for four flash pictures without changing bulbs. The cube turns automatically, keeps you ready for the next picture.

S-10: Budget-Priced, No Settings

The KODAK INSTAMATIC S-10 Camera is a budget-priced quick-into-action model—no fuss, no settings, just aim and shoot. It has a sharp, color-corrected 35mm f/9.5 lens and fast 1/125-second shutter—to help you get sharp, detailed pictures every time.

S-20: Sophisticated, Automatic Electric Eye

The KODAK INSTAMATIC S-20 Camera is also a no-fuss, no-settings camera—with an automatic "CdS-type" electric eye. Aim the camera, and the electric eye sets the correct exposure for you. An automatic signal tells you when to use flash. The fast color-corrected 35mm f/5.6 lens produces exceptionally sharp pictures, under a wide range of light conditions.

Both cameras come in complete outfits, including wrist strap, batteries, flashcube, and KODACOLOR-X Film.

There are also two deluxe KODAK INSTAMATIC Cameras with fast f/2.8 lenses, fast-action shutters, automatic electric eye and other advanced automatic features. Ask about them.

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Kodak Customer Service Series

Kodak INSTAMATIC® CAMERAS

NEW FLASHCUBE MODELS

DROP IN THE FILM • POP ON A FLASHCUBE

- Drop in a film cartridge—and your new KODAK INSTAMATIC Camera is loaded and ready for pictures. No threading, no fumbling.
- Pop on a flashcube—and you're ready to take four flash shots without changing bulbs.

There are many KODAK INSTAMATIC Camera models. Among them, there's a camera with the right features for you—from simple, no-fuss models to advanced cameras with fast lenses, electric-eye controls, automatic film advance, and other special refinements.

This folder will help you choose

PICTURE-TAKING'S MORE FUN NOW—AND EASIER, INDOORS OR OUTDOORS!

Drop in the film

Cartridges of KODAK 126 Film fit into your new INSTAMATIC Camera only one way—the right way. No fumbling, no threading, no waste of time. Your loading is done—quickly and easily. When your film is exposed, drop out the cartridge. There's no rewinding.

Pop on the flashcube

You are instantly ready for four flash shots without changing bulbs! The cube pops on quickly—no fumbling. And you never handle a hot bulb. Pop out the cube after four shots; it's barely warm. Pop on a new one, and you're set for four more.

Shoot flash sequences

The precision flashcube rotates automatically after each shot—so you can snap four flash shots in a matter of seconds . . . five seconds with the automatic film-advance models. You can get a complete picture-story as it happens. You can get each step in an action situation. You never lose a picture!

Get the "picture after the picture"

Right after shooting, your subject is likely to give you the better expression, the best action. And you're always ready to get the "picture after the picture" with a new INSTAMATIC Camera. The flashcube snaps instantly and automatically into fresh position—always keeps you ready to shoot again.

All these new flashcube model INSTAMATIC Cameras take three kinds of pictures—color prints, color slides, black-and-white prints

ALL THESE NEW INSTAMATIC CAMERAS USE THE NEW FLASHCUBE—GET 4 FLASH SHOTS WITHOUT CHANGING BULBS!

The "104"—no focusing or setting, lowest cost

KODAK INSTAMATIC 104 Outfit. Complete with camera, wrist strap, KODACOLOR-X Film, flashcube, and batteries. Instant camera loading—drop film cartridge in. Flashcube pops on top, turns automatically after each shot, keeps you ready for the next picture.

KODAK INSTAMATIC 104 Camera has sharp 43mm *f*/11 LUMENIZED Lens, pre-set for sharp pictures from 4 feet to infinity—no focusing or setting needed. Clear, direct eye-level viewfinder. Accurate shutter with automatic shift to flash speed when flashcube is inserted. Rapid thumb-lever film advance, with automatic film stop, double-exposure prevention. Weighs about 9 ounces. Body has sturdy vinyl-clad metal exterior, is only about 4 inches long, 2½ tall, 2 deep. Carries easily on wrist strap.

This camera gets you into action fast . . . won't let you make mistakes, because there's nothing to adjust, nothing to set. The film advances with two easy movements of your thumb. The flashcube turns automatically . . . lets you get four flash shots in quick sequence if you wish . . . and pops out easily when used up.

For simplicity, convenience, and capable performance at the lowest cost, this is the KODAK INSTAMATIC Outfit to choose.

The "154"—winds film for you, automatically

KODAK INSTAMATIC 154 Outfit. Complete with KODAK INSTAMATIC 154 Camera, wrist strap, KODACOLOR-X Film, flashcube, and batteries.

KODAK INSTAMATIC 154 Camera has the same convenience and simplicity as the 104—same instant loading, same freedom from settings and adjustments—plus a spring motor that automatically zips the film ahead after each shot, and rotates the flashcube to the next position.

This camera makes it even easier to get *"the picture after the picture"* . . . to get complete picture sequences without ever taking the camera from your eye . . . both outdoors, and indoors with flash. You never forget to wind the film—because the camera does it for you.

It's equipped with a sharp pre-set 43mm *f*/11 LUMENIZED Lens—no focusing, no setting—and shutter with automatic shift to flash speed when you pop the flashcube on. One winding of the spring motor stores up energy for a full cartridge of 12 exposures. Weight, only about 10 ounces. Same easy carrying and handsome styling as the 104.

For the extra convenience of automatic film advance at a modest price, this is the KODAK INSTAMATIC Outfit to choose.

The "304"—electric eye sets lens opening

KODAK INSTAMATIC 304 Outfit. Complete with KODAK INSTAMATIC 304 Camera, wrist strap, KODACOLOR-X Film, flashcube, and batteries.

KODAK INSTAMATIC 304 Camera has instant loading, automatic flashcube rotation, freedom from lens and shutter settings—plus a fast *f*/8 lens and automatic electric eye to set outdoor exposure for a good shot every shot.

The precision 3-element, color-corrected, LUMENIZED 41mm *f*/8 lens is pre-set for sharp shots from 5 feet to infinity. When flash is used, close-ups can be taken as near as 4 feet; the lens adjusts instantly for flash shots from 4 to 9 feet when a flashcube is inserted.

The electric eye gives automatic control with films ASA 64 and 160. No setting needed for film speed—a notch on the film cartridge sets the electric-eye mechanism automatically. The electric eye then automatically measures the light and sets the lens aperture for correct exposure. An automatic signal in the viewfinder tells when light is too dim and flash should be used.

For the convenience and safety of automatic exposure outdoors—plus instant loading and flashcube convenience indoors—this is the KODAK INSTAMATIC Outfit to choose.

The "404"—winds film for you; sets exposure too!

KODAK INSTAMATIC 404 Outfit. Complete with KODAK INSTAMATIC 404 Camera, wrist strap, KODACOLOR-X Film, flashcube, and batteries.

KODAK INSTAMATIC 404 Camera offers an amazing array of automatic features and conveniences—at a moderate price. Instant drop-in loading. Instant, automatic film advance, with spring motor. Instant, automatic electric-eye action sets correct exposure outdoors. Instant flashcube rotation after each shot—always ready for the next shot.

There's no need for focusing or other adjustments. The sharp, fast 41mm *f*/8, color-corrected LUMENIZED Lens is pre-set for subjects from 5 feet to infinity outdoors . . . 4 feet to 9 feet when flash is used. The camera sets itself automatically for film speeds ASA 64 and 160. The electric eye adjusts the lens over the full range *f*/8 to *f*/32, automatically.

And the automatic advance makes it easy to get action sequences, picture stories—as many as 12 shots in 12 seconds outdoors, or 4 shots in 5 seconds indoors with a flashcube.

For the most automatic convenience at a moderate price, this is the KODAK INSTAMATIC Outfit to choose.

KODAK INSTAMATIC S-10 and S-20 Cameras ▶